

## 2020 Census National Partnership Texting Initiative Resources

2020 Census field operations will begin again June 1, 2020, and until then, we continue to work with partners who are able to reach broad and large communities, encouraging them to participate.

Many of our partners are currently using SMS marketing capabilities to broadcast issues relevant to their communities like health and safety updates and civic engagement (e.g., “Get Out The Vote”).

We’re requesting that our partners use those SMS capabilities to relay 2020 Census messages, as well. Below are a few best practices and suggested text copy for your SMS platforms, if helpful.

### SMS Best Practices

#### 1. *Personalize your message*

- a. Add a greeting from someone in your organization to the introduction of your SMS or personalize the message to resonate with your audience.

#### 2. *Text during normal hours*

- a. Avoid texting too early in the morning or too late at night. Acceptable hours are between 9 a.m. and 8 p.m.

#### 3. *Doublecheck URLs*

- a. Make sure to review SMS copy in draft form and confirm there are no errors and the correct URL is included.

#### 4. *Follow standard SMS requirements*

- a. Remember to only message those who have consented to receive periodic messages from your organization and provide options to “opt-out”.

### Suggested Copy (13 Options)

**Option 1.** The 2020 Census is here! The census impacts funding decisions for hospitals, health care, infrastructure, education, and more. Respond today at 2020CENSUS.GOV or call 844-330-2020.

**Option 2.** Count everyone in your home on the 2020 Census. That includes babies, young children, foster children, and nonrelatives who live with you. The census will shape the future for communities across the nation. Respond today at 2020CENSUS.GOV or call 844-330-2020.

**Option 3.** Respond to the 2020 Census today to help make sure your community is accurately funded and represented for the next 10 years. Respond today at 2020CENSUS.GOV or call 844-330-2020.

**Option 4.** Respond to the 2020 Census online, by phone, or by mail today. Regardless of how you respond, your information will be kept confidential and can only be used to produce statistics. Your responses cannot be used against you in any way. Respond today at 2020CENSUS.GOV or call 844-330-2020.

**Option 5.** The 2020 Census will shape the future of America. Help make this census the most complete and accurate count yet. Respond today at 2020CENSUS.GOV or call 844-330-2020.

**Option 6.** The 2020 Census will shape the future of our community for the next 10 years and beyond. Respond today at 2020CENSUS.GOV or call 844-330-2020.

**Option 7.** Your response to the 2020 Census will help inform how more than \$675 billion in federal funding is distributed to communities each year for education, health care, and other services. Respond today at 2020CENSUS.GOV or call 844-330-2020.

**Option 8.** Help your community stay healthy. Your response to the 2020 Census will inform how over \$675 billion is distributed to communities nationwide each year, meaning more funding for health care services in growing communities. Respond today at 2020CENSUS.GOV or call 844-330-2020.

**Option 9.** Respond to the 2020 Census today! You can respond online using a mobile phone, tablet, or computer—even if you haven't received your census invitation. Learn more and complete your form at 2020CENSUS.GOV or call 844-330-2020.

**Option 10.** Responding to the census is easier and safer than ever, all from the safety of your home. Respond today at 2020CENSUS.GOV or call 844-330-2020.

**Option 11.** Did you know that data from the 2020 Census will inform the allocation of more than \$675 billion in federal funding to communities each year for hospitals, emergency services and preparedness, and more? Respond to the 2020 Census today at 2020CENSUS.GOV or call 844-330-2020 to shape your future.

**Option 12.** 2020 Census data will impact our communities for the next 10 years. Do your part and respond to the 2020 Census today at 2020CENSUS.GOV or call 844-330-2020.

**Option 13.** Take 10 minutes to shape the next 10 years. Respond to the 2020 Census today at 2020CENSUS.GOV or call 844-330-2020.